

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37490
 Alt Order #: 08876908
 Product Desc: ISSUE
 Estimate: 3304
 Flight Dates: 10/05/12 - 10/11/12
 Original Date / Rev: 10/02/12 / 10/05/12
 Order Type: GENERAL

Primary AE:
 Sales Office:
 Sales Region:

Agency Name: National Media Inc
 Buying Contact:
 Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: NRCC
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: 11/29/08
 Order Separation: 00:10:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/11/12 | 13 | \$34,300.00 | \$29,155.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|--------------|---------|--------------|-------------|--------|
| October 2012 | 13 | \$34,300.00 | \$29,155.00 | 0.00 |
| Totals | 13 | \$34,300.00 | \$29,155.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-----------------------|---------|
|-------------------|--------------|--------------|-----------------------|---------|

| | | |
|------------|-------------------------------|------|
| Mike Jones | Start Of Order - End Of Order | 100% |
|------------|-------------------------------|------|

| Order Share | Share | Total |
|-------------|-------|--------------|
| KLAS | 25% | \$34,300.00 |
| Market | 100% | \$137,200.00 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$34,300.00 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 10% | \$13,720.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|----|----------|----------|-------------------|------------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| E 2 | 8 | 10/08/12 | 10/08/12 | 8 News Now 6a M-F | CM | 6-7a | M----- | :30 | 1 | \$1,200.00 | LV1 | 0.00 | NM | 1 | \$1,200.00 |
| 8-NOW 6AM | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| Week: 10/08/12 | | 10/14/12 | | M----- | 1 | \$1,200.00 | 0.00 | | | | | | | | |
| E 3 | 8 | 10/09/12 | 10/09/12 | 8 News Now 6a M-F | CM | 6-7a | -T----- | :30 | 1 | \$1,200.00 | LV1 | 0.00 | NM | 1 | \$1,200.00 |
| 8 News Now 6a M-F | | | | | | | | | | | | | | | |

Order / Rev: 37490
 Alt Order #: 08876908
 Flight Dates: 10/05/12 - 10/11/12

Advertiser: NRCC
 Product Desc: ISSUE
 Estimate: 3304

KLAS

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End | Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | |
|---|------------|----------|----------|-------------------------|------|--------------------------|-----------|---------|---------|-----|-------------|------------|------|------|------|-------------|------------|--|--|--|--|
| 8-NOW 6AM | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | -T----- | 1 | | \$1,200.00 | 0.00 | | | | | | | | | | | | | | |
| E 4 | 8 | 10/10/12 | 10/10/12 | 8 News Now 6a | M-F | CM | 6-7a | | --W---- | :30 | 1 | \$1,200.00 | LV1 | 0.00 | NM | 1 | \$1,200.00 | | | | |
| 8 News Now 6a M-F | | | | | | | | | | | | | | | | | | | | | |
| 8-NOW 6AM | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | --W---- | 1 | | \$1,200.00 | 0.00 | | | | | | | | | | | | | | |
| E 5 | 8 | 10/11/12 | 10/11/12 | 8 News Now 6a | M-F | CM | 6-7a | | ---T--- | :30 | 1 | \$1,200.00 | LV1 | 0.00 | NM | 1 | \$1,200.00 | | | | |
| 8 News Now 6a M-F | | | | | | | | | | | | | | | | | | | | | |
| 8-NOW 6AM | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | ---T--- | 1 | | \$1,200.00 | 0.00 | | | | | | | | | | | | | | |
| E 6 | 8 | 10/07/12 | 10/07/12 | NFL Reg Season Game | CM | NFL Football Reg. -----S | | :30 | | 1 | \$25,000.00 | LV1 | 0.00 | NM | 1 | \$25,000.00 | | | | | |
| NFL Football Reg. Season (10:00 AM-4:15 PM) | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL FTBL | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/01/12 | 10/07/12 | | -----S | 1 | | \$25,000.00 | 0.00 | | | | | | | | | | | | | | |
| E 8 | 8 | 10/07/12 | 10/07/12 | Sun 530-6p Ins Ed Wkn | CM | 530-6p | | -----S | :30 | 1 | \$650.00 | LV1 | 0.00 | NM | 1 | \$650.00 | | | | | |
| Inside Edition Wknd | | | | | | | | | | | | | | | | | | | | | |
| INSIDE EDITN W | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/01/12 | 10/07/12 | | -----S | 1 | | \$650.00 | 0.00 | | | | | | | | | | | | | | |
| E 9 | 8 | 10/05/12 | 10/05/12 | Craig Ferguson | CM | 1237a-137a | | ----F-- | :30 | 1 | \$450.00 | LV1 | 0.00 | NM | 1 | \$450.00 | | | | | |
| Craig Ferguson | | | | | | | | | | | | | | | | | | | | | |
| D LETTERMAN | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/01/12 | 10/07/12 | | ----F-- | 1 | | \$450.00 | 0.00 | | | | | | | | | | | | | | |
| E 10 | 8 | 10/08/12 | 10/08/12 | Craig Ferguson | CM | 1237a-137a | | M----- | :30 | 1 | \$450.00 | LV1 | 0.00 | NM | 1 | \$450.00 | | | | | |
| Craig Ferguson | | | | | | | | | | | | | | | | | | | | | |
| D LETTERMAN | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | M----- | 1 | | \$450.00 | 0.00 | | | | | | | | | | | | | | |
| E 11 | 8 | 10/09/12 | 10/09/12 | Craig Ferguson | CM | 1237a-137a | | -T----- | :30 | 1 | \$450.00 | LV1 | 0.00 | NM | 1 | \$450.00 | | | | | |
| Craig Ferguson | | | | | | | | | | | | | | | | | | | | | |
| D LETTERMAN | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | -T----- | 1 | | \$450.00 | 0.00 | | | | | | | | | | | | | | |
| E 12 | 8 | 10/10/12 | 10/10/12 | Craig Ferguson | CM | 1237a-137a | | --W---- | :30 | 1 | \$450.00 | LV1 | 0.00 | NM | 1 | \$450.00 | | | | | |
| Craig Ferguson | | | | | | | | | | | | | | | | | | | | | |
| D LETTERMAN | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | --W---- | 1 | | \$450.00 | 0.00 | | | | | | | | | | | | | | |
| E 13 | 8 | 10/11/12 | 10/11/12 | Craig Ferguson | CM | 1237a-137a | | ---T--- | :30 | 1 | \$450.00 | LV1 | 0.00 | NM | 1 | \$450.00 | | | | | |
| Craig Ferguson | | | | | | | | | | | | | | | | | | | | | |
| D LETTERMAN | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | | ---T--- | 1 | | \$450.00 | 0.00 | | | | | | | | | | | | | | |
| N14 | 8 | 10/05/12 | 10/05/12 | 8 News Now 4p M-F | CM | 4-5p | | ----F-- | :30 | 1 | \$1,300.00 | LV2 | 0.00 | NM | 1 | \$1,300.00 | | | | | |
| 8 News Now 4p M-F | | | | | | | | | | | | | | | | | | | | | |
| Start Date | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/01/12 | 10/07/12 | | ----F-- | 1 | | \$1,300.00 | 0.00 | | | | | | | | | | | | | | |
| N15 | 8 | 10/06/12 | 10/06/12 | Sat 1135p-1235a Priv Pr | CM | 1135p-1235a | | -----S- | :30 | 1 | \$300.00 | LV2 | 0.00 | NM | 1 | \$300.00 | | | | | |
| Private Practice | | | | | | | | | | | | | | | | | | | | | |
| Start Date | | | | | | | | | | | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | | Rate | Rating | | | | | | | | | | | | | | |
| Week: 10/01/12 | 10/07/12 | | -----S- | 1 | | \$300.00 | 0.00 | | | | | | | | | | | | | | |

Totals 13 \$34,300.00